



CITY OF SANTA BARBARA

DOWNTOWN PARKING COMMITTEE AGENDA REPORT

DATE: September 8, 2011
TO: Downtown Parking Committee Members
FROM: Browning Allen, Transportation Manager
SUBJECT: ELEVATOR ADVERTISING

RECOMMENDATION:

That the Committee makes a recommendation to support Staff in researching the feasibility of an elevator advertising pilot program.

DISCUSSION:

In July of 2010, City Staff was contacted by a local company, Elevated Advertising LLC., in regards to elevator advertising opportunities in the City parking garages. Elevated Advertising produces anti-graffiti advertising laminates for elevator doors.

The content of advertising is at the full discretion of the facility owners, and is offered in two types of business operation agreements. Businesses can develop their own design and hire Elevated Advertising to install and maintain the laminate. Secondly, a business can choose a revenue sharing option, whereby Elevated Advertising approaches nearby businesses and sells advertising space, and then shares a percentage of the gross revenue. By using the revenue sharing agreement, the implementation and maintenance of the program will be no cost to the City, and there is a potential for revenue generation.

On Thursday, August 30, 2011 City Staff discussed the advertising opportunity with the Downtown Parking Finance Subcommittee. The Finance Subcommittee recommended that City Staff continue to analyze the opportunity, determine the feasibility, and evaluate a test location.

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